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**Remarks**

Claims 1-23 are pending in the above-identified application. Claims 1, 9 and 16 are amended, claims 2-8, 10-15, and 17-20 are original, and claims 21, 22 and 23 are new claims. These amendments to the claims constitute a bona fide attempt by applicants to advance prosecution of the application and obtain allowance of certain claims, and are in no way meant to acquiesce to the substance of the rejections. Support for the amendments can be found throughout the specification, figures, and claims.

**Claim Rejections - 35 U.S.C. § 102**

The Examiner stated that "Claim 1 is rejected under 35 U.S.C. 102(b) as being anticipated by An et al. (US Pub. No. 2002/0077062)." Applicant assumes that the Examiner meant "Claims 1-20 are rejected under 35 U.S.C. 102(b) as being anticipated by An et al. (US Pub. No. 2002/0077062)."

It is well-settled that there is no anticipation unless (1) all the same elements are (2) found in exactly the same situation and (3) are united in the same way to (4) perform the identical function. Since the Office Action's citations to each of the applied references is missing at least one element of each of applicants' independent claims, applicants respectfully submit that the claimed invention is not anticipated by the Office Action's citations to the applied references, as further discussed below.

For explanatory purposes, applicants discuss herein one or more differences between the Office Action's citations to the applied reference and the claimed invention with reference to one or more parts of the applied reference. This discussion, however, is in no way meant to acquiesce

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in any characterization that one or more parts of the Office Action's citations to the applied reference correspond to the claimed invention.

Regarding claim 1, the Examiner alleged that An et al. discloses an information service system and operation method thereof. The Examiner further alleged that An et al. further discloses a method for input of events to a network operatively connected to a public data network communication system and subsequent event notification to at least one mobile handset, comprising the steps of:

detecting an occurrence of an event on a public data network communication system (Figure 3, 4A, 4B-1 paragraph [0049]);

automatically creating an SMS message (Figure 3, 4A, 4B; paragraph [0049]); and

automatically delivering the SMS message to a designated mobile handset (Figure 3, 4A, 4B; paragraph [0049]).

The Examiner similarly rejected independent claims 9 and 16.

An et al. discloses a shopping center information service system and its operation method. The entrance of customers into a shopping center building, such as a department store, is continuously monitored. Information on respective shops in the building and sudden event information generated from the respective shops are provided to a mobile terminal of the customer, while the customer shops within the building. Thus, the customer can do his/her shopping conveniently.

The Examiner cited paragraph 0049 in An et al. This paragraph 0049 states as follows:

"During the above-described process, if a sudden event is generated from a specified shop in the building, the operation server 130 obtains the event information (step S209), identifies the registered mobile terminals 200 of the visiting customers (step S206), and transmits the event

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information to the registered mobile terminals 200 of the visiting customers through the mobile communication network 400 (step S207). The transmission of the information is preferably performed using a short message service (SMS), provided by the mobile communication network."

However, An et al also teaches the following:

"[0051] The above-described confirmation of the customer's entrance to the building is not limited to the data transmission server 120. For example, a mobile communication technique can accurately confirm the location of the customer. The operation server 130 may be connected to the mobile communication network 400 (especially, a Base Station or a Mobile Switching Center) to confirm the customer's entrance to the corresponding building. In this case, the operation server 130 can confirm the entrance of the corresponding customer based on the customer's position information provided by the mobile communication network 400.

[0052] As shown in FIG. 5, the mobile communication network 400 continuously receives a pilot signal originated from the respective customer's mobile terminal 200 and identifies the location of the corresponding customer (step S301). In this process, if the customer stays in an area where a specified building, such as a department store, is located for a long time, the mobile communication network 400 identifies the operation server 130, installed in the corresponding building (step S302), and informs the operation server 130 of information regarding the customer's visit (step S303). If the visiting customer moves and gets out of the building, the mobile communication network 400 so informs the operation server 130 (step S304), so that the operation server 130 knows of the customer's entrance and exit."

With this amendment the each of the independent claims 1, 9 and 16 have been amended to more clearly define Applicant's invention. In particular each of the independent claims has

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been amended to recite automatically delivering the SMS message to a designated mobile handset irrespective of a location of the mobile handset. This is contrary to the teaching of An et al. who requires that it be determined if the mobile handset is located in a particular building, and only sending messages when the mobile handset is present in the particular building. Thus, An et al. actually teaches away from the present claimed invention. Therefore, An et al. does not anticipate this claimed element of each of the amended independent claims of the present application.

Furthermore, with this amendment Applicant has added new claims 21, 22 and 23. These new claims are supported by the specification as originally file on pages 9 and 10. Thus no new matter has been added by the addition of the new claims 21, 22 and 23. In particular the specification teaches the following:

"The Input Module 112 receives an event message via its external interface (i.e., IP address and port number) encapsulated in an event message format (e.g., EVENT-MESSAGE-HEADER followed by EVENT-DESTINATION (i.e., a mobile handset telephone number), followed by EVENT-DELIMITER followed by EVENT-TEXT (a variable length text message) followed by EVENT-TRAILER. This represents one of many possible event message formats. The Recognition Module 124 parses each input message to verify the HEADER, DELIMITER and TRAILER fields. All valid EVENT-MESSAGES are forwarded to the Accepting Module 126; improperly formatted EVENT-MESSAGES are ignored. The Accepting Module 126 verifies the validity of the destination mobile telephone number, including verification that the particular mobile handset supports SMS. If so, the Accepting Module 126 forwards the EVENT-MESSAGE to the Conversion Module 114, which translates special character sequences into graphical symbols (e.g., "0A" → @). The converted EVENT-MESSAGE is then sent to the

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Communication Module 116 for output to the destination mobile handset, irrespective of a location of the mobile handset."

New claims 21, 22 and 23 are thus not anticipated by the cited reference of An et al.

Applicants respectfully submit that the applied reference does not teach or suggest one or more elements of the claimed invention. The dependent claims are believed allowable for the same reasons as the respective independent claims upon which they depend, as well as for their own additional characterizations.

For all the reasons presented above, the claims are believed neither anticipated nor obvious over the art of record. Withdrawal of the §102 rejections is therefore respectfully requested. Reconsideration and withdrawal of the rejections is therefore respectfully requested.

In view of the above remarks, allowance of all claims pending is respectfully requested.

Applicants respectfully submit that the Office Action's citations to the applied references, with or without modification or combination, assuming, *arguendo*, that the modification or combination of the Office Action's citations to the applied references is proper, do not teach or suggest one or more elements of the claimed invention.

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Conclusion

The prior art made of record and not relied upon is considered to be of general interest only. This application is believed to be in condition for allowance, and such action at an early date is earnestly solicited. If a telephone conference would be of assistance in advancing the prosecution of this application, the Examiner is invited to call applicant's attorney.

Respectfully submitted,

  
John R. Garrett  
Attorney for Applicant  
Reg. No. 27,888

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CARMEN B. PATTI & ASSOCIATES, LLC  
Customer Number 47382